

OWNAT AUTHOR: The most natural kibble on the market

OWNAT **AUTHOR** is our dry food range for dogs and cats, created to push our definition of quality to its highest level: **recipe, process, and ingredient selection**. It's not about following trends, but about applying knowledge and the most advanced technology to deliver the most natural kibble on the market.

AUTHOR is built on one guiding principle that shapes every formula: **quality starts with the ingredient**. That's why each recipe is crafted from the source with a demanding standard and no shortcuts: **no meat meals, at least 60% fresh meat**, and **enriched with superfoods** such as goji berries, turmeric, chia seeds, and devil's claw. Because when the starting point is strong, the final result is even better.

To complete this approach, we use our **Soft Cooking** process: a **natural steam-cooking method** designed to **preserve the ingredients' properties as much as possible**. The goal is clear: to respect what makes each raw material valuable, taking care of every step to produce kibble that retains its full potential.

And, as always at OWNAT, **free of artificial preservatives, no colourants**. A way of doing things we truly believe in—and one we continue to apply to offer natural, consistent, top-quality nutrition for dogs and cats.



OWNAT Grain Free

A complete grain-free nutrition concept for dogs and cats—three families, one philosophy

OWNAT Grain Free is an advanced nutrition concept designed to reflect the type of diet dogs and cats are naturally equipped for, adapted to the needs of domestic life today.

Across the full range, recipes are **formulated without cereals**, using alternative carbohydrate sources such as tubers and legumes, as well as selected pseudo-cereals (e.g., chia, quinoa). The result is a portfolio that is grain-free, rich in high biological value proteins, and lower in carbohydrates compared with conventional cereal-based diets.

The Grain Free range is structured into **three distinct families**: OWNAT Just Grain Free, OWNAT Grain Free Prime, and OWNAT Grain Free Hypoallergenic.

OWNAT Just Grain Free

The essence of Grain Free, with an **optimal balance between quality and price**. OWNAT Just Grain Free captures the **core principles of grain-free nutrition while prioritising accessibility and everyday practicality**. It delivers a complete and balanced option for both dogs and cats, designed to make grain-free feeding straightforward without compromising on ingredient selection or nutritional intent.

OWNAT Grain Free Prime

Grain-free recipes with a **very high content of fresh meat (50%)**.

OWNAT Grain Free Prime is **the most premium expression within the Grain Free portfolio**. Formulated with 50% fresh meat, it offers a broad selection of recipes for dogs and cats, covering different life stages and needs. The range is designed to provide a highly palatable, protein-rich option, while remaining aligned with the Grain Free philosophy: no cereals, carefully selected ingredients and a lower carbohydrate profile.

OWNAT Grain Free Hypoallergenic

Single animal protein, grain-free formulations for dogs with sensitivities.

This family has been developed for dogs with food sensitivities, allergies or intolerances often linked to diet. The key principle is simplicity and clarity: each recipe contains a single source of animal protein, enabling a more targeted selection approach when choosing the most suitable option: **Lamb, Salmon, Pork, Mini Lamb (tailored for small-breed dogs)**



With three clearly defined families, OWNAT strengthens its grain-free positioning with a broad, structured offer tailored to different needs.

Launch of Ownat's Weight Control range for dogs and cats

Ownat expands its **Care** range—complete and balanced nutrition for pets with special needs—with the launch of its new **Weight Control** varieties. These formulas are designed for dogs and cats that are overweight or prone to weight gain, and are also recommended for pets with joint conditions that cause mobility difficulties.

This innovative formula is characterised by a high fibre content to **help promote satiety**, and is enriched with glucosamine and chondroitin sulphate to support joints that face increased strain due to excess weight. It also includes devil's claw and turmeric as natural **anti-inflammatory ingredients**, contributing to joint health.

Digestive wellbeing is also a priority, thanks to chicory root and yeast extract, which have a **prebiotic** effect and help promote a healthy intestinal flora.

In addition, the Weight Control range is formulated with a low calorie content and enriched with L-carnitine, helping **to mobilise fats** for effective weight management.

With this new addition, Ownat remains committed to offering natural, high-quality solutions that improve your pets' wellbeing and health.



Ownat: Experts in Natural Cat Nutrition

At Ownat, we've spent years working to satisfy even the most demanding feline palates. After a great deal of effort and research, we're proud to present ourselves as true cat experts.

With **one of the widest natural ranges** on the market, we offer options for every age, with different flavours, lifestyles and reproductive stages—always ensuring the best nutrition for cats. Our broad portfolio is designed to **meet each cat's specific needs, from the youngest to the most senior.**

Among our latest additions is our super-premium range, **Ultra Cats**: a new line that stands out for its **irresistible taste** and the quality of its ingredients. True to our belief in natural nutrition, we use 30% fresh meat and fish in its formulation, all produced using our exclusive **Soft Cooking** process—a natural steam-cooking method that helps preserve the ingredients' nutritional properties and ensures optimal digestion for cats.

At Ownat, we're clear on what cats want: **natural, tasty and healthy nutrition**—and that's exactly what we're committed to delivering.

